

# *Selected Work*

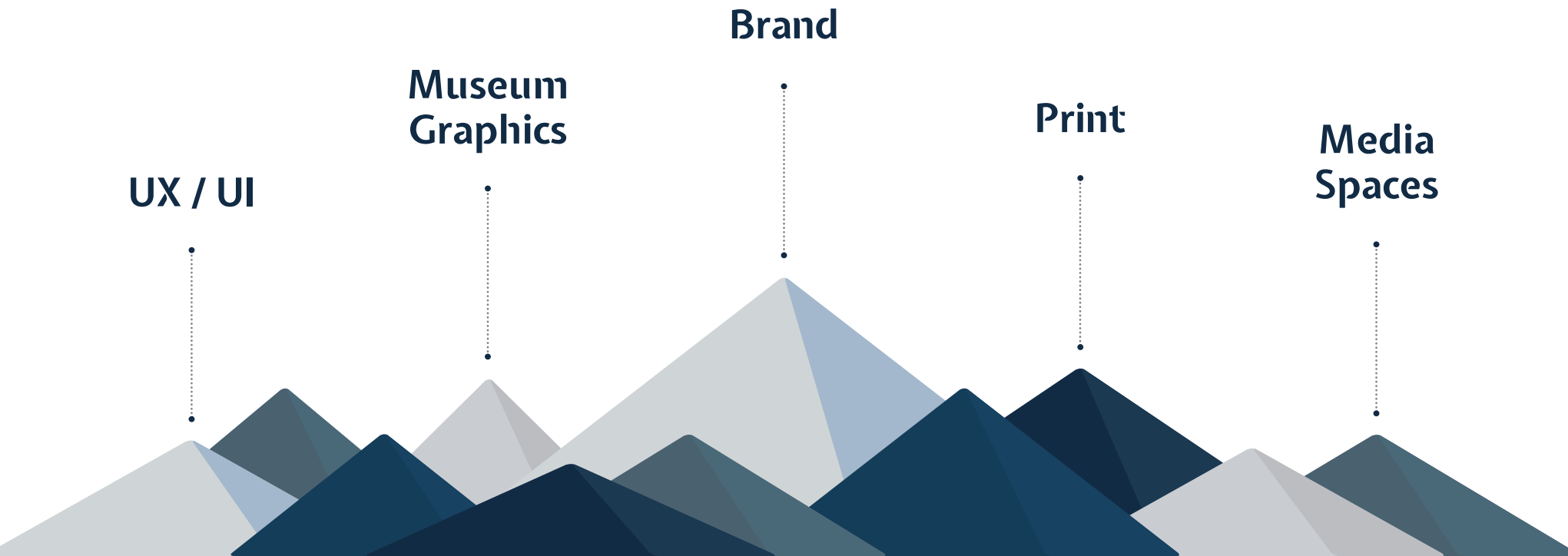
Brand

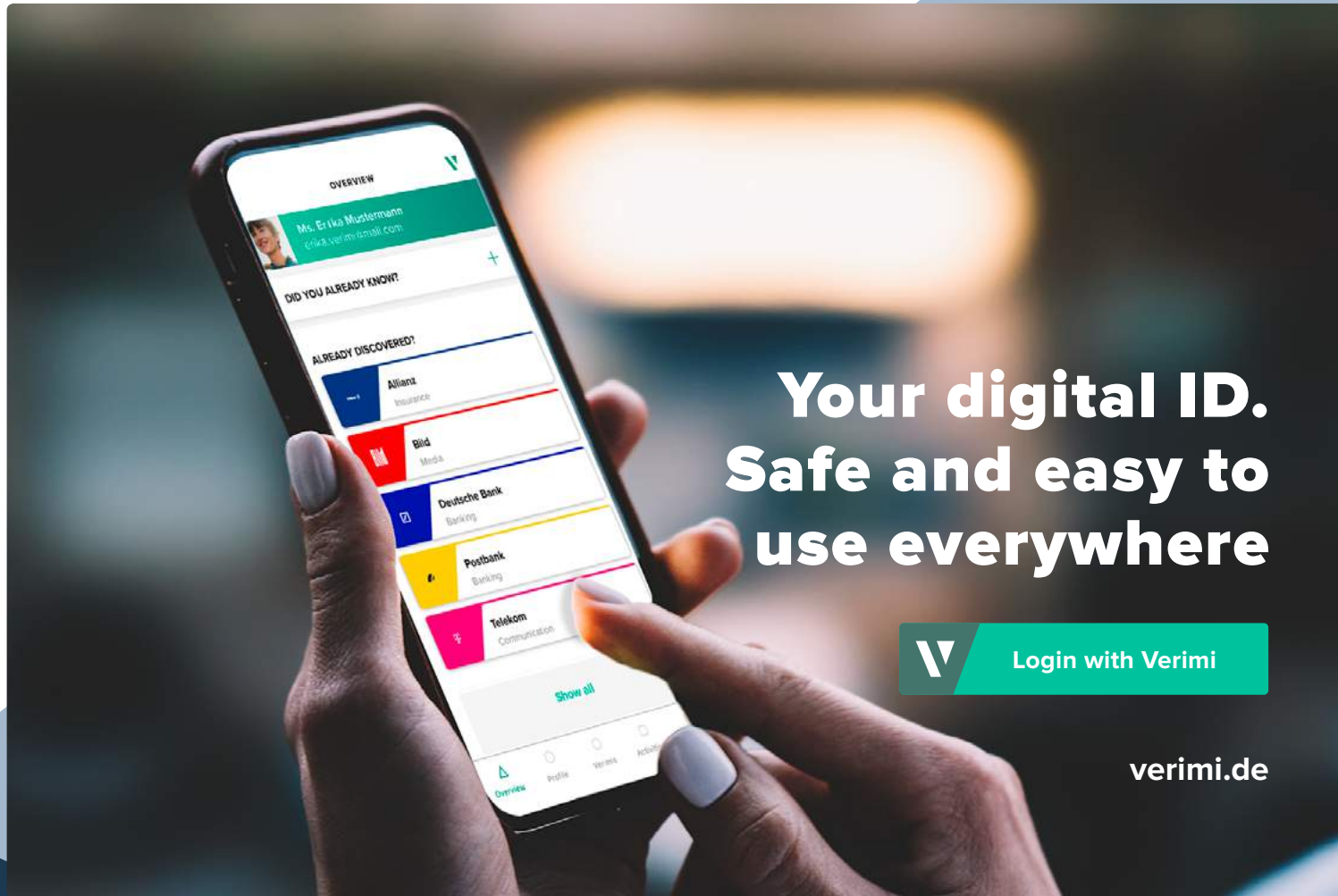
Museum  
Graphics

Print

Media  
Spaces

UX / UI

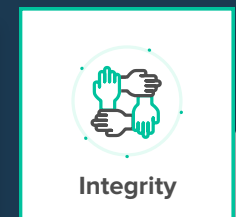
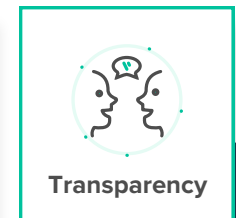
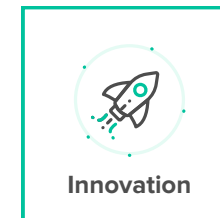
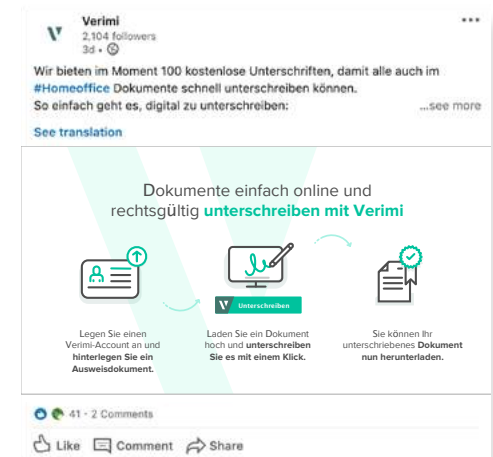
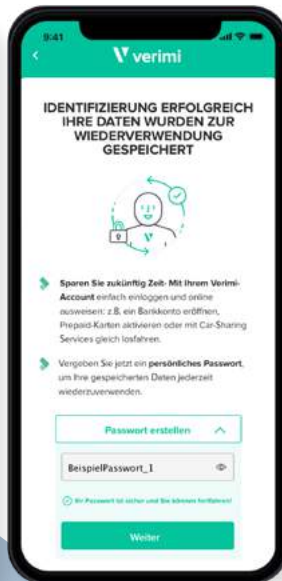
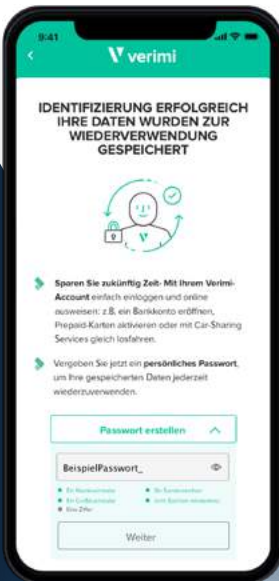




## Verimi UX / UI - Brand

Verimi develops solutions for digital identity management. My contribution focuses on developing multi-channel brand strategies to unify the visual language between the Product, the Website, Marketing Campaigns and Internal Communication.

Employment Type **Full time** . Year **2019 - Present** . Location **Berlin, Germany** . Design Scope **UX/UI, Brand, Marketing, Interior Design** . Software **Sketch, Adobe Creative Suite**. Industry **Fintech**



# Verimi Style Guide 3.0

September, 2020

Logo | Anatomy

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best and reflects our values.

The Verint logo is the combination of a straight and clear wordmark with the icon.



Icon Library



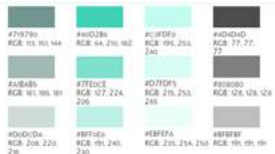
- This collection of loans is designed to ensure you contact with visual charm. They are:
- facilitate the understanding of our products, services, and services.

## Primary Color Palette

**SOLID**



## TONES



## Primary Typefaces | Open Sans

## SECONDARY | OPEN SANS

**Aa**

**Bold**

But not only take the protection of your digital identity and personal data seriously, we are revolutionizing it. Our focus is on you – the user. After all, with better data you can do so much more for your data. We won't ask you for your data without your explicit consent. Your data are not stored for advertising purposes at any time. You keep control of your data.

**Semibold**

We not only take the protection of your digital identity and personal data seriously, we are redefining it. Our focus is on you—the user, when all web content you view on top of where you can post, share, like and unlike your data without your explicit consent. Your data are not shared for advertising purposes at any time. You have control of your data.

Regular

We not only take the protection of your digital identity and personal data seriously, we are increasingly doing so.

Our focus is on you, the user. After all, we'll handle you step-by-step at where you are and what you do. We will not access your data without your explicit consent. Your data are not shared for advertising purposes at any time. We keep records of your data.



- Open Sans is just secondary Typelica, more to be used on our website
- In that sense, we ensure a high legibility on both desktop and mobile

Use our Open Sans  
font as it is the perfect  
font for the whole path.

### Imagery - Moodboard



- The imagery of Verano should reflect a fresh, non-staged and natural setting.
- Consider showing people of diverse backgrounds and expressing positive emotions.

We give you full control of your data.

### Rechnen mit Variablen





## Nobel Museum UI & Exhibition Graphics

This exhibition honors the Nobel Prize Laureates in Chemistry. Multiple interactive stations showcase the chemical reactions of the body. For this project, I created user interfaces, wireframes, storyboards, infographics, prototypes, user journeys and brand guidelines.

Client **Nobel Museum Stockholm** . Year **2018** . Location **Dubai, Arab Emirates** . Exhibition Design **Atelier Brückner**  
Format **Exhibition Graphics - User Interfaces** . Software **InDesign - Illustrator - Photoshop - Sketch** . Themes **Chemistry**

# العناصر ELEMENTS

مِمَّ يتألف العالم؟ في الكيمياء توجد أنواع مختلفة من الذرات والعناصر والكتل البالية الأساسية. بعض هذه العناصر معروف وشائع لكن بعضها الآخر غريب. تختلف خواص العناصر حسب اختلاف أنواعها. لكن يمكن ترتيبها ضمن مجموعات ذات سمات متشابهة. لتحدد كيف يمكن الجمع بينها وغير ذلك من الأمور.

في هذا الجزء من المعرض يمكنكم استكشاف الجدول الدوري للعناصر ومعرفة خواصها المختلفة. كما يمكنكم مشاهدة فيلم عن المائدة ماكي كوري التي فازت بجائزة نوبل بعد اكتشافها عنصرين لم يكونوا معروفين حينذاك هما الراديوم والبولونيوم. يمكنكم أيضاً في هذا القسم التعرف إلى ثلاثين آخرين بجائزة نوبل عن اكتشافات لها علاقة بالعناصر.

What is the world made of? In chemistry, there are different kinds of atoms, elements, fundamental building blocks. Some elements are common and others are unusual. They all have different properties, but can be arranged into groups with similar characteristics that determine how they can be combined with each other, among other things.

In this part of the exhibition, you can explore the periodic table of elements and learn something about the different properties of elements. You can watch a film about Marie Curie, who won the Nobel Prize for the discovery of two previously unknown elements, radium and polonium. You can also find out more about other Nobel Laureates who have made discoveries that are related to elements.



## ربط العناصر CONNECTING THE ELEMENTS

يرجع الفضل إلى جيمس ديمتري البوندي في هذا العمل.

Please click on the elements of the periodic table to display a description about them.



## المقدمة INTRODUCTION

العنصر هو المادة التي لا يمكن فصلها عن غيرها. العناصر هي اللبنات الأساسية للمادة. كل عنصر له خواصه الفيزيائية والكيميائية الخاصة به. يمكن ترتيب العناصر في الجدول الدوري بناءً على خصائصها.

The periodic table is a tabular arrangement of the chemical elements, ordered by their atomic number, electron configuration, and recurring chemical properties. The periodic table is usually divided into four main sections: metals, non-metals, metalloids, and noble gases. It also shows the relationship between elements and their properties.



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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# limóin

## Brand Strategy

limóin is a Hamburg-based brand that produces handmade ceramics. I developed the whole brand concept, including the tone, voice, personality and communication strategy for social channels. For the logo creation process I crafted stylescapes, customer surveys and style guidelines.

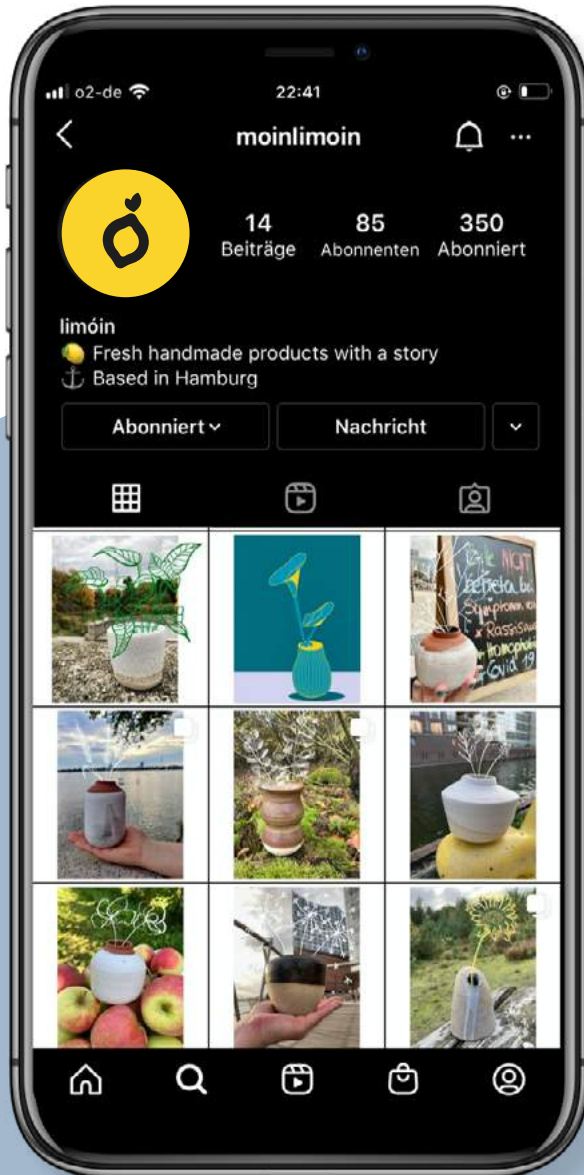
Employment Type **Freelance** . Year **2021** . Location **Berlin - Hamburg, Germany** . Design Scope **Brand** . Software **Sketch, Adobe Creative Suite**  
Industry **Arts & Crafts, Product Design**

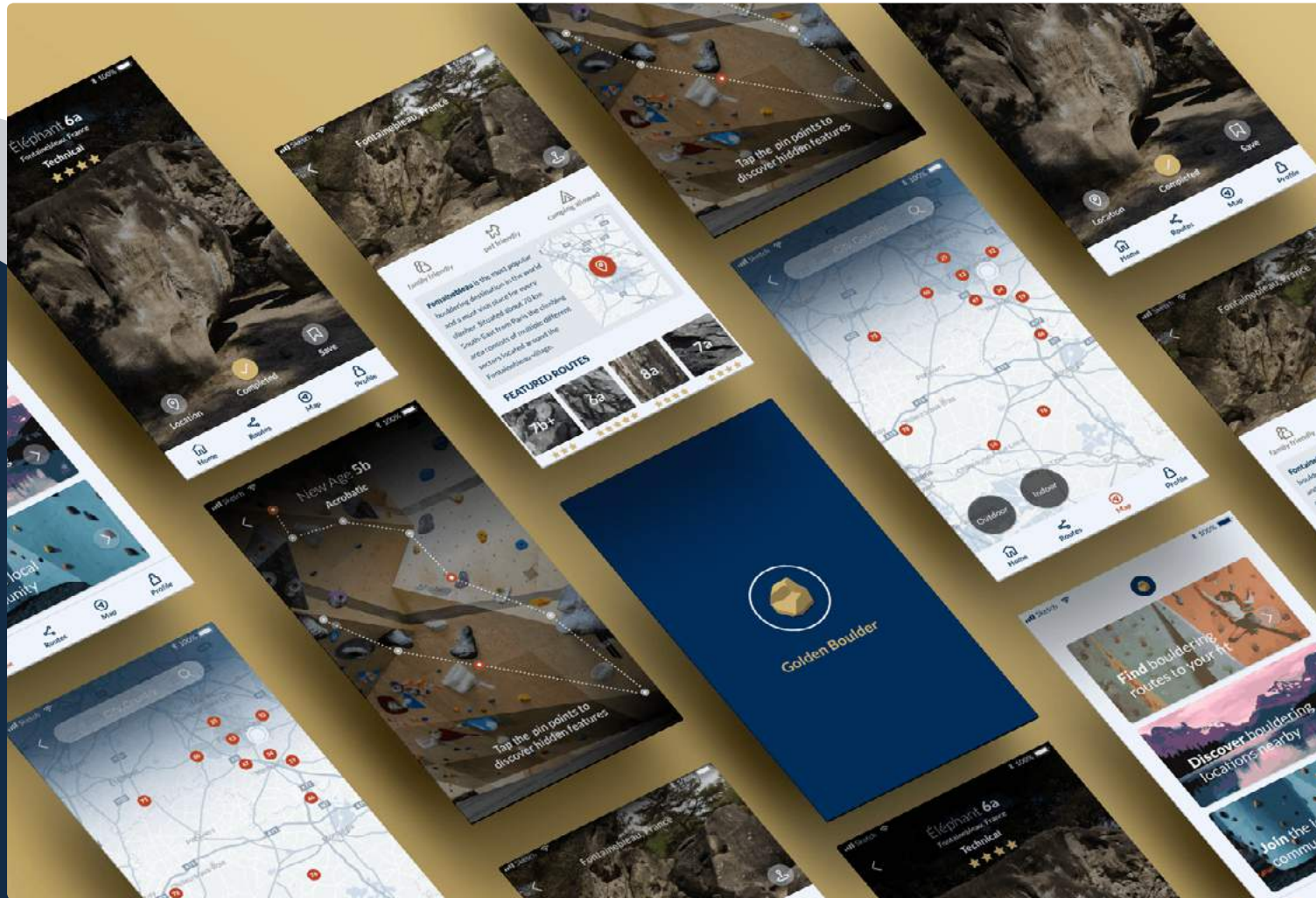
limoín











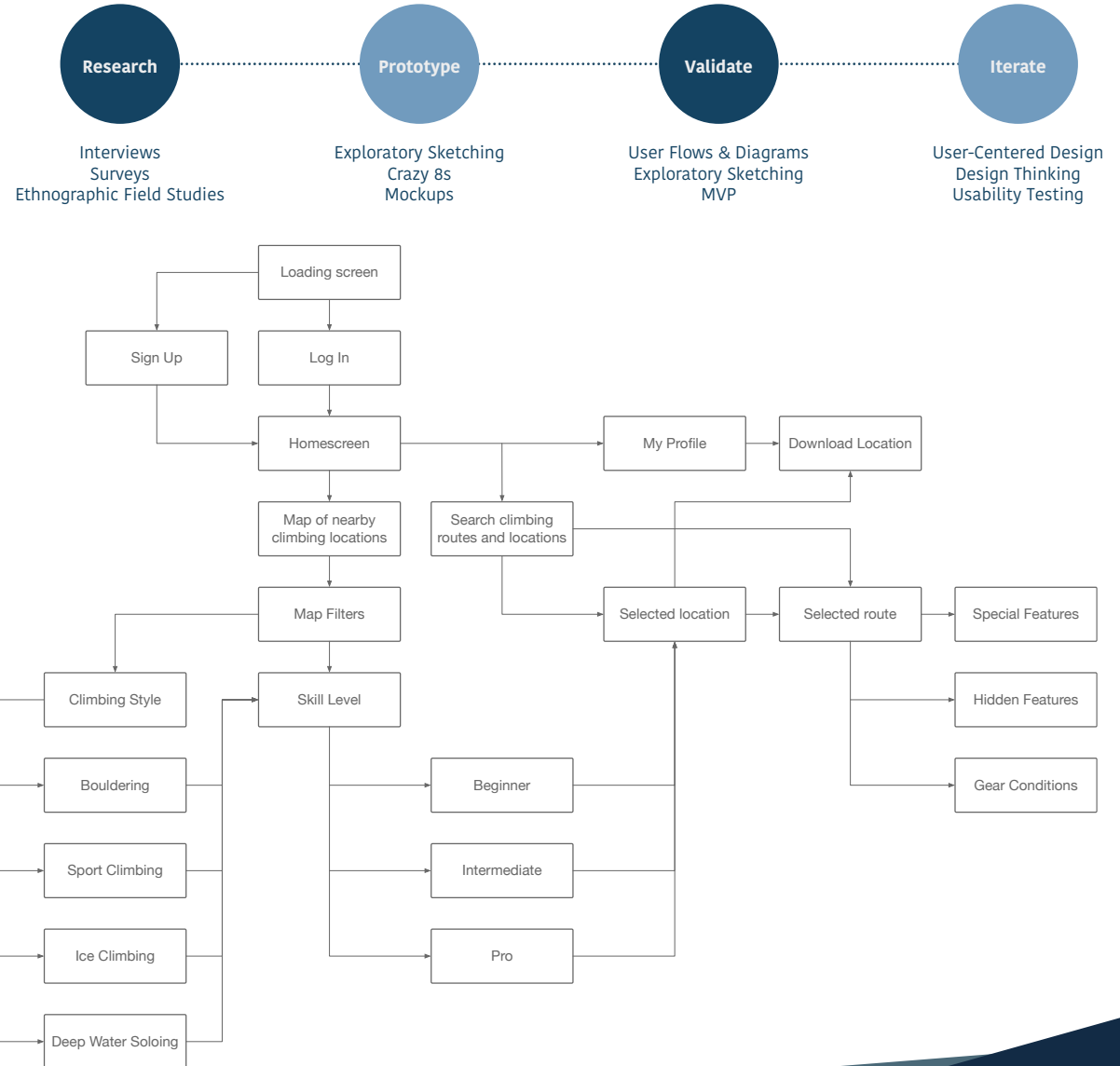
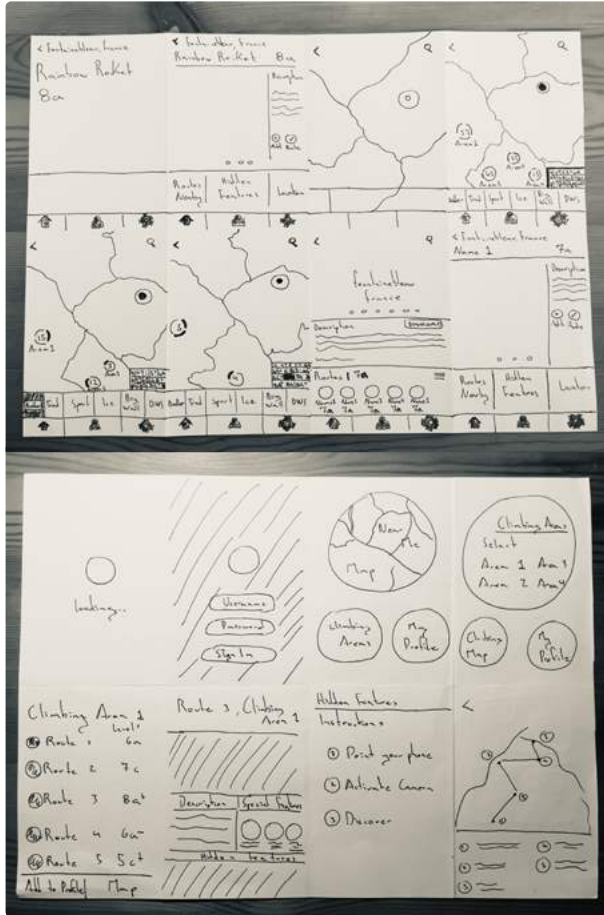
# Golden Boulder

## UX / UI / AR Concept

Golden Boulder enables users to find outdoor and indoor climbing locations, based on their position. Extra features of the climbing routes are displayed using Mixed Reality. I created the concept and developed a functional prototype, based on UX research.

Student Project **Career Foundry** . Year **2019** . Location **Berlin, Germany** . Format **User Interfaces - User Experience - Augmented Reality**  
Software **Sketch - InDesign - OmniGraffle**. Themes **Climbing - AR - Fitness - Performance**









## Daniel

Age: 31 years old

Job: Landscape Architect

Status: Single

Location: Toulouse, France

assertive

nonconformist

achiever

### Bio

From skateboarding in his teenage years to playing guitar at punk rock band, Alex is constantly looking for new identities and activities. As a landscape architect, he developed an eye for detail and a structured mindset. This is reflected in his climbing. He enjoys regular trips in the openness of nature and goes bouldering because it is a good way to stay active and be disconnected from the urban environment. For him, the most exciting thing is touching rock for the first time.

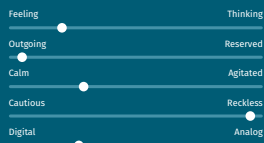
### Motivation

"I would like to discover routes with personality. To connect with the character of the route instead of having complete information about specific moves. Nature has emotions and I want to experience a bond when climbing. If the route has a funny or a dramatic description, I would definitely go for it!"

### Goals

- Learn more about the use of climbing gear
- Drive as much as possible with his new van
- Discover training tips to upgrade his skills

### Personality



### Frustrations

- Suffers from shoulder pain
- Wants to track his progress but doesn't know how
- Weather is constantly bad for his chosen locations

### Brands

- Urban Sports Club
- Runtastic
- Strava
- The North Face



## Isabel

Age: 24 years old

Job: Online Marketing Strategist

Status: Single

Location: Madrid, Spain

audacious

resourceful

eccentric

### Bio

Isabel discovered climbing through films, books, and magazines. During a long time, she was obsessed with mountain literature and especially the book *The Call of the Wild* from Jack London. For her, climbing is an introspective sport and a personal journey to discover her limits. She always tries to find connections between technology and nature. A gadget connoisseur, she always gives his friends input about the best climbing shoes, the most comfortable harness, the most reliable rope, and the lightest carabiners.

### Motivation

"In my home country there is not a climbing culture but I was always intrigued by the adventures in the wild. I found a connection with nature at home with books and films. Now that I moved to the south of Spain, I am quite active outdoors. I believe that nature can be enjoyed digitally and that's why I try to learn as much as I can from content online".

### Goals

- Be more flexible
- Create her own training routines
- Travel the world

### Personality



### Frustrations

- Hasn't found a reliable partner
- It's difficult to decide on climbing or writing
- Not enough money to live only from climbing

### Brands

- Canon
- Adidas
- Garmin
- My climb
- LaSportiva



## Marcus

Age: 34 years old

Job: Teacher

Status: Married

Location: Stuttgart, Germany

conscious

balanced

focused

### Bio

Marcus discovered climbing thanks to his wife. She is a yoga teacher and many of her students recommended it. He enjoys the fact that with his body, he is able to solve problems which require creativity as well as physical and mental strength. He likes thinking and spending a long time resolving a route. A closeness with nature and a spiritual connection is important. For these reasons, he wants to have information about the environment, the type of rock, plant/animal species and overall sustainable tips to reduce human impact on the climbing grounds.

### Motivation

"I want to live a balanced life and constantly improve my relationships with people and the environment. For me is climbing is a nice way to approach nature, discipline, and technique. I don't want to climb hard but better. Not to risk but rather be in control of the situation".

### Goals

- Safety and technical challenges
- Practice a sustainable climbing
- Teach his children how to climb

### Personality

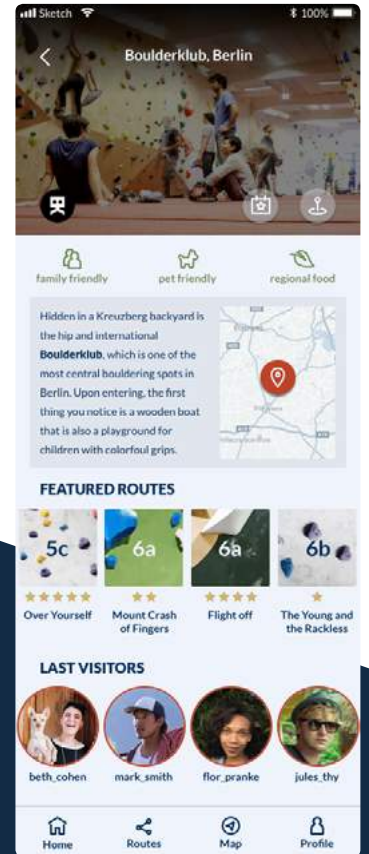
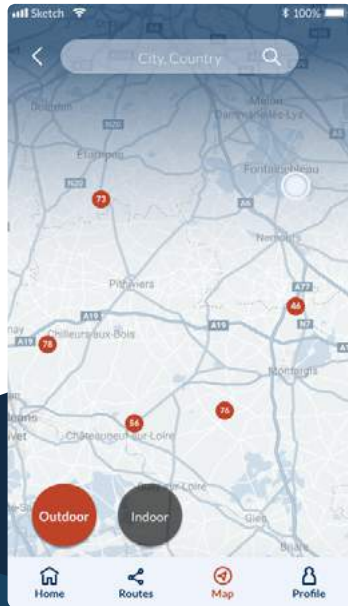


### Frustrations

- Sometimes he thinks is too risky
- False information about the status of a route
- Too much thinking and giving up easily on a route

### Brands

- Patagonia
- Black Diamond
- Daily Dozen
- Evolv



# Thanks for watching

If you would like to know more about myself or  
my work, please contact me at

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**+49 176 314 70 193**

